

## ORDER



KLAS

Orders	Order / Rev:	37380	
	Alt Order #:	08870913	KLAS
	Product Desc:	BERKLEY/SENATE/D	
	Estimate:		
	Flight Dates:	09/25/12 - 10/01/12	Mike Jones
	Original Date / Rev:	09/24/12 / 10/02/12	K-WAS
	Order Type:	GENERAL	National
Agency	Name:	Shorr Johnson Magnus	
	Buying Contact:	Mike Dettorre	Billing Type:
	Billing Contact:	1831 Chestnut St.	Billing Calendar:
		Philadelphia, PA 19103	Billing Cycle:
			Agency Commission:
Advertiser	Name:	Berkley, Shelley - D-USS	
	Demographic:	A25-54	New Business Thru:
	Product Codes:	PO1	Order Separation:
	Priority:	LV2	Advertiser External ID:
	Revenue Codes:	AGY, POL, CAND	Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	49	\$56,195.00	\$47,765.75	September 2012	49	\$56,195.00	\$47,765.75	0.00
10/01/12	10/01/12	28	\$22,380.00	\$19,023.00	October 2012	28	\$22,380.00	\$19,023.00	0.00
					Totals	77	\$78,575.00	\$66,788.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

**Order / Rev:** 37380  
**Alt Order #:** 08870913  
**Flight Dates:** 09/25/12 - 10/01/12

**Advertiser:** Berkley, Shelley - D-USS  
**Product Desc:** BERKLEY/SENATE/D  
**Estimate:**

KLAS

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount			
N 5	8	09/25/12	09/28/12	8 News Now	5a M-F	CM	5-6a		-TWTF--	:30	4	\$565.00	LV1	0.00	NM	3	\$1,695.00			
8 News Now 5a M-F																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>												
Week: 09/24/12 09/30/12 -TWTF-- 4 \$565.00 0.00																				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>										<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
3	8	09/24/12-09/30/12	8 News Now	5a M-F		5-6a										-TWThF----	:30	(\$565.00)	0.00	NM
Credited [moving to contract 37377]																				
N 6	8	09/25/12	09/28/12	CBS This Morning	7-9a	CM	7-9a		-TWTF--	:30	2	\$440.00	LV1	0.00	NM	1	\$440.00			
CBS This Morning																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>												
Week: 09/24/12 09/30/12 -TWTF-- 2 \$440.00 0.00																				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>										<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
2	8	09/24/12-09/30/12	CBS This Morning	7-9a		7-9a										-TWThF----	:30	(\$440.00)	0.00	NM
Credited [moving to contract 37377]																				
N 7	8	09/25/12	09/28/12	8 News Now	Noon M-F	CM	12-1230p		-TWTF--	:30	2	\$690.00	LV1	0.00	NM	2	\$1,380.00			
8 News Now Noon M-F																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>												
Week: 09/24/12 09/30/12 -TWTF-- 2 \$690.00 0.00																				
N 8	8	09/25/12	09/28/12	Ellen		CM	3-4p		-TWTF--	:30	3	\$1,000.00	LV1	0.00	NM	1	\$1,000.00			
Ellen																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>												
Week: 09/24/12 09/30/12 -TWTF-- 3 \$1,000.00 0.00																				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>										<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
1	8	09/24/12-09/30/12	Ellen			3-4p										-TWThF----	:30	(\$1,000.00)	0.00	NM
Credited [moving to contract 37377]																				
3	8	09/24/12-09/30/12	Ellen			3-4p										-TWThF----	:30	(\$1,000.00)	0.00	NM
Credited [moving to contract 37377]																				
N 9	8	09/25/12	09/28/12	Price Is Right		CM	10-11a		-TWTF--	:30	1	\$350.00	LV2	0.00	NM	0	\$0.00			
Price Is Right																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>												
Week: 09/24/12 09/30/12 -TWTF-- 1 \$350.00 0.00																				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>										<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
1	8	09/24/12-09/30/12	Price Is Right			10-11a										-TWThF----	:30	(\$350.00)	0.00	NM
Credited [moving to contract 37377]																				
N 10	8	09/25/12	09/28/12	Price Is Right		CM	10-11a		-TWTF--	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00			
Price Is Right																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>												
Week: 09/24/12 09/30/12 -TWTF-- 1 \$1,000.00 0.00																				
N 11	8	10/01/12	10/01/12	8 News Now	Noon M-F	CM	12-1230p		M-----	:30	1	\$325.00	LV2	0.00	NM	1	\$325.00			
8 News Now Noon M-F																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>												
Week: 10/01/12 10/07/12 M----- 1 \$325.00 0.00																				
N 12	8	09/25/12	09/28/12	Live w/Kelly		CM	9-10a		-TWTF--	:30	2	\$650.00	LV1	0.00	NM	1	\$650.00			
Live w/Kelly																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>												
Week: 09/24/12 09/30/12 -TWTF-- 2 \$650.00 0.00																				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>										<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
2	8	09/24/12-09/30/12	Live w/Kelly			9-10a										-TWThF----	:30	(\$650.00)	0.00	NM
Credited [moving to contract 37377]																				
N 13	8	10/01/12	10/01/12	Ellen		CM	3-4p		M-----	:30	2	\$425.00	LV2	0.00	NM	2	\$850.00			
Ellen																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>												
Week: 10/01/12 10/07/12 M----- 2 \$425.00 0.00																				
N 14	8	10/01/12	10/01/12			CM	10-11a		M-----	:30	1	\$1,575.00	LV1	0.00	NM	1	\$1,575.00			

Order / Rev: 37380  
Alt Order #: 08870913  
Flight Dates: 09/25/12 - 10/01/12

Advertiser: Berkley, Shelley - D-USS  
Product Desc: BERKLEY/SENATE/D  
Estimate:

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
Price Is Right																
Price Is Right																
Week: 10/01/12 10/07/12																
N 15	8	10/01/12	10/01/12	Live w/Kelly	CM	9-10a		:30	1	\$300.00	LV2	0.00	NM	1	\$300.00	
Live w/Kelly																
Week: 10/01/12 10/07/12																
N 16	8	10/01/12	10/01/12	Y&R	CM	11a-12p		:30	1	\$550.00	LV2	0.00	NM	1	\$550.00	
Young & Restless																
Week: 10/01/12 10/07/12																
N 17	8	09/25/12	09/28/12	630-7p Inside Edition	CM	630-7p		-TWTF--	:30	1	\$300.00	LV2	0.00	NM	1	\$300.00
Inside Edition																
Week: 09/24/12 09/30/12																
N 18	8	10/01/12	10/01/12	630-7p Inside Edition	CM	630-7p		M-----	:30	1	\$1,400.00	LV1	0.00	NM	1	\$1,400.00
Inside Edition																
Week: 10/01/12 10/07/12																
N 19	8	09/29/12	09/29/12	8 News Now Sat 5-7p	CM	5-7p		-----S-	:30	2	\$175.00	LV2	0.00	NM	2	\$350.00
8 News Now Sat 5-7p																
Week: 09/24/12 09/30/12																
N 20	8	09/25/12	09/28/12	8 News Now 5-630p M-FCM	CM	5-630p		-TWTF--	:30	3	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
8 News Now 5-630p M-F																
Week: 09/24/12 09/30/12																
<b>Spot</b>	<b>Ch</b>		<b>Date Range</b>		<b>Description</b>		<b>Start/End Time</b>		<b>Weekdays</b>		<b>Length</b>	<b>Rate</b>	<b>Rtg</b>	<b>Type</b>		
	1	8	09/24/12-09/30/12	8 News Now 5-630p M-F	5-630p				-TWThF---	:30	(\$1,000.00)	0.00	NM			
<i>Credited</i>																
[move to 37377]																
3																
8 09/24/12-09/30/12 8 News Now 5-630p M-F																
<i>Credited</i>																
[move to 37377]																
N 21	8	10/01/12	10/01/12	8 News Now 5-630p M-FCM	CM	5-630p		M-----	:30	3	\$500.00	LV2	0.00	NM	3	\$1,500.00
8 News Now 5-630p M-F																
Week: 10/01/12 10/07/12																
N 22	8	09/29/12	09/29/12	Sat 7-8p - ET Wknd	CM	7-8p		-----S-	:30	1	\$440.00	LV1	0.00	NM	1	\$440.00
Ent Tonight Weekend																
Week: 09/24/12 09/30/12																
N 23	8	10/01/12	10/01/12	7-8p Rotator	CM	7-8p		M-----	:30	2	\$1,225.00	LV1	0.00	NM	2	\$2,450.00
7-8p Rotator																
Week: 10/01/12 10/07/12																
N 24	8	09/25/12	09/28/12	7-8p Rotator	CM	7-8p		-TWTF--	:30	4	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
7-8p Rotator																
Week: 09/24/12 09/30/12																
<b>Spot</b>	<b>Ch</b>		<b>Date Range</b>		<b>Description</b>		<b>Start/End Time</b>		<b>Weekdays</b>		<b>Length</b>	<b>Rate</b>	<b>Rtg</b>	<b>Type</b>		
	1	8	09/24/12-09/30/12	7-8p Rotator	7-8p				-TWThF---	:30	(\$1,000.00)	0.00	NM			
<i>Credited</i>																
[moving to contract 37377]																
4																
8 09/24/12-09/30/12 7-8p Rotator																
<i>Credited</i>																
[moving to contract 37377]																
N 25	8	10/01/12	10/01/12	Mon 9-10p	CM	9-10p		M-----	:30	1	\$2,200.00	LV2	0.00	NM	1	\$2,200.00

**Order / Rev:** 37380  
**Alt Order #:** 08870913  
**Flight Dates:** 09/25/12 - 10/01/12

**Advertiser:** Berkley, Shelley - D-USS  
**Product Desc:** BERKLEY/SENATE/D  
**Estimate:**

KLAS

**Order / Rev:** 37380  
**Alt Order #:** 08870913  
**Flight Dates:** 09/25/12 - 10/01/12

**Advertiser:** Berkley, Shelley - D-USS  
**Product Desc:** BERKLEY/SENATE/D  
**Estimate:**

KLAS

Order / Rev: 37380  
Alt Order #: 08870913  
Flight Dates: 09/25/12 - 10/01/12

Advertiser: Berkley, Shelley - D-USS  
Product Desc: BERKLEY/SENATE/D  
Estimate:

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N50	8	09/29/12	09/29/12	Sat 1235-135a DaVinci	16M	12.35a-1.35a	-----S-	:30	1	\$50.00	LV3	0.00	NM	1	\$50.00	
<b>Da Vinci Inquest</b>																
<b>Start Date</b> <u>End Date</u> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>																
Week: 09/24/12 09/30/12 -----S- 1 \$50.00 0.00																
N51	8	09/29/12	09/29/12	Sat 135-235a Cold Squad	GM	135-235am	-----S-	:30	1	\$30.00	LV3	0.00	NM	1	\$30.00	
<b>Cold Squad</b>																
<b>Start Date</b> <u>End Date</u> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>																
Week: 09/24/12 09/30/12 -----S- 1 \$30.00 0.00																
N52	8	10/01/12	10/01/12	8 News Now 11p	M-F	CM	11-1135p	M-----	:30	1	\$600.00	LV2	0.00	NM	1	\$600.00
<b>8 News Now 11p M-F</b>																
<b>Start Date</b> <u>End Date</u> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>																
Week: 10/01/12 10/07/12 M----- 1 \$600.00 0.00																
N53	8	09/29/12	09/29/12	ACC Football		CM	930a-12n	-----S-	:30	1	\$300.00	LV2	0.00	NM	1	\$300.00
<b>ACC Football</b>																
<b>Start Date</b> <u>End Date</u> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>																
Week: 09/24/12 09/30/12 -----S- 1 \$300.00 0.00																
N54	8	09/28/12	09/28/12	8 News Now 4-5a		CM	4-5a	----F--	:30	1	\$40.00	LV2	0.00	NM	1	\$40.00
<b>8 News Now 4-5a</b>																
<b>Start Date</b> <u>End Date</u> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>																
Week: 09/24/12 09/30/12 ----F-- 1 \$40.00 0.00																
N55	8	09/29/12	09/29/12	Sat 135-235a Cold Squad	GM	135-235am	-----S-	:30	1	\$30.00	LV3	0.00	NM	1	\$30.00	
<b>Cold Squad</b>																
<b>Start Date</b> <u>End Date</u> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>																
Week: 09/24/12 09/30/12 -----S- 1 \$30.00 0.00																
N56	8	10/01/12	10/01/12	Price Is Right		CM	10-11a	M-----	:30	1	\$0.00	BON	0.00	NM	1	\$0.00
<b>Price Is Right</b>																
<b>Start Date</b> <u>End Date</u> <b>Weekdays</b> <b>Spots/Week</b> <b>Rate</b> <b>Rating</b>																
Week: 10/01/12 10/07/12 M----- 1 \$0.00 0.00																

Totals 77 \$78,575.00